REMARKS

The following claims are pending in the application: 1 - 20.

The following claims have been amended: 1-3, 12-14, and 16-19.

The following claim has been canceled: 4.

As a result of the foregoing Amendment, the following claims remain pending in the application: 1 – 3 and 5 – 20.

The Objection of Claims 2-4, 12, and 17

The Examiner objected to claims 2-4, 12, and 17 because he stated that the limitation "PPV" lacked antecedent basis. The Applicants respectfully submit that "PPV" does have proper antecedent basis in the subject claims and thus the Examiner's objection should be removed, making the claims allowable. To clarify the matter, the term "PPV" has now been defined more clearly in the claims to mean "pay-per-view" a common term in the cable television industry.

The Rejection of Claim 1 Under 35 U.S.C. §102(b)

The Examiner rejected claims 1-10, 12-14, and 16-20 under 35 U.S.C. §102(b) as being anticipated by Shelton (U.S. Patent No. 5,345,501). The rejection is respectfully traversed. The Applicants respectfully assert that Shelton does not disclose all of the elements of the claimed present invention. Shelton does not teach the use of called number activated automatic voice response units to initiate particular cable television events as now claimed. In Shelton (see Column 5, lines 35-67) it is taught that the caller will enter touch tones on their keypad in response to prompts from the menu driven

system of Shelton to select a movie, for example. With the present invention the cable television event is automatically selected by the called number since each event is associated with its own called number. Thus callers under the present invention have already selected an event by virtue of the number they called. As a result, Applicants respectfully assert that the Examiner's rejection of claims 1-10, 12-14, and 16-20 of the present application may be withdrawn.

The Rejection of Claim 1 Under 35 U.S.C. §103(a)

The Examiner rejected claim 11 under 35 U.S.C. §103(a) as being unpatentable over Shelton (U.S. Patent No. 5,345,501) in view of Hendricks et al. (U.S. Patent No. 6,160,989). The Examiner stated that Shelton teaches retrieving customer information from a database, but fails to teach referring a customer to a live agent in case the customer has bad credit. The Examiner further stated that Hendricks et al. discloses a cable TV delivery system and if a subscriber's account is delinquent (bad credit), then any order of new program or channels is denied, and the subscriber is referred to a live agent. The rejection is respectfully traversed. The applicants have amended independent claim 1, and have distinguished the subject matter thereof from the teachings of Shelton and Hendricks et al., above. As the Applicants believe independent claim 1 to now recite allowable subject matter, claim 11, which depends therefrom, would also be allowable.

The Examiner rejected claim 15 under 35 U.S.C. §103(a) as being unpatentable over Shelton (U.S. Patent No. 5,345,501) in view of Stoel et al. (U.S. Patent No. 5,905,942). The Examiner stated that Shelton teaches using a PIN to identify a

customer, but fails to teach the PIN includes a rating. The Examiner further states that Stoel et al. teaches a method for video distribution, including a subscriber using a PIN for PIN based on ratings. The rejection is respectfully traversed. The applicants have amended independent claim 14, and have distinguished the subject matter thereof from the teachings of Shelton and Hendricks et al., above. As the Applicants believe independent claim 14 to now recite allowable subject matter, claim 15, which depends therefrom, would also be allowable.

CONCLUSION

In view of the foregoing amendment and accompanying remarks, the Applicants respectfully submit that the present application is properly in condition for allowance and may be passed to issuance upon payment of the appropriate fees.

Telephone inquiry to the undersigned in order to clarify or otherwise expedite prosecution of the subject application is respectfully encouraged.

Respectfully submitted,

Date: 8/23/04 By:

Jeffrey S. Standley
Registration No. 34,021
Standley Law Group LLP
495 Metro Place South
Suite 210
Dublin, OH 43017-5319
Telephone: (614) 792-5555
Facsimile: (614) 792-5536